

Consumer Foodservice in Russia

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Abstracts

The Russian economy in 2020 came under the powerful influence of two negative factors at once: the rapid spread of the Coronavirus (COVID-19) pandemic and its detrimental effect on the global economy; as well as the collapse in oil prices in Q1. Consequently, the national currency depreciated significantly against the US dollar and the euro. In response, the government and Bank of Russia introduced several measures to support the economy and citizens. For example, additional monetary support for...

Euromonitor International's Consumer Foodservice in Russia report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: Consumer Foodservice by Location, Consumer Foodservice by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Foodservice market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2020 IMPACT

Established home delivery/takeaway infrastructure offers competitive advantages to limited-service restaurants during Coronavirus (COVID-19)

Chained operators' own and third party delivery services foster strong leap in value sales and share for home delivery at the expense of eat-in

Established economy strategies boost limited-service restaurants in the wake of the economic fallout of COVID-19

RECOVERY AND OPPORTUNITIES

Shift towards online formats like dark stores offers quick rebound potential for chained limited-service restaurants

Digitalisation is expected to be used as a major tool of communication, cost cutting and safety to engender differentiation and brand loyalty

Limited-service format fulfils need for affordable and reliable eat-in or home delivery/takeaway options in a time of economic uncertainty

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KEY DATA FINDINGS

2020 IMPACT

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Coffee specialists develop their to-go and home delivery offer to lure consumers looking to transfer their commute or at-work quality coffee habit into the home

Pre-COVID-19 developments help some chains adapt to the restructuring needs of the pandemic

RECOVERY AND OPPORTUNITIES

Newer formats focused on lower operating costs, convenience and safety are expected to increase their penetration in the forecast period

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KEY DATA FINDINGS

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Players try to lure consumers via new solutions and social media engagement

Full-service restaurants turn to home delivery/takeaway to maintain some revenue

streams amid COVID-19

RECOVERY AND OPPORTUNITIES

Slow-to-moderate recovery anticipated as players face ongoing financial pressures in the wake of COVID-19

Omnichannel approaches offer diverse revenue streams to full-service restaurants

Grocery retailers set to leverage home delivery trend and other competitive advantages to pose a stronger challenge to full-service restaurants

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KEY DATA FINDINGS

2020 IMPACT

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Improved delivery infrastructure and larger orders support transaction value

Restrictions on consumer movement reduce potential footfall for impulse self-service cafeterias

RECOVERY AND OPPORTUNITIES

Tough economic climate and reduced footfall set to see more outlets close in the short term

Chained operators expected to drive growth by offering a more modern twist to an economy foodservice channel

Omnichannel strategy and home delivery predicted to add dynamism and widen the scope of self-service cafeterias

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KEY DATA FINDINGS

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Players look to third party delivery service providers to navigate strong restrictions on consumer movement

COVID-19 outbreak intensifies restrictions on the development of street stalls/kiosks in Russia

RECOVERY AND OPPORTUNITIES

Slow but steady improvement anticipated, although the pandemic situation and legislation are likely to determine the extent of the recovery

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Pandemic sees strong shift to online orders and home delivery across foodservice locations

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Concerted efforts to rebuild tourism in Russia favour travel and lodging locations

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